

₹984.87M

Revenue

2M

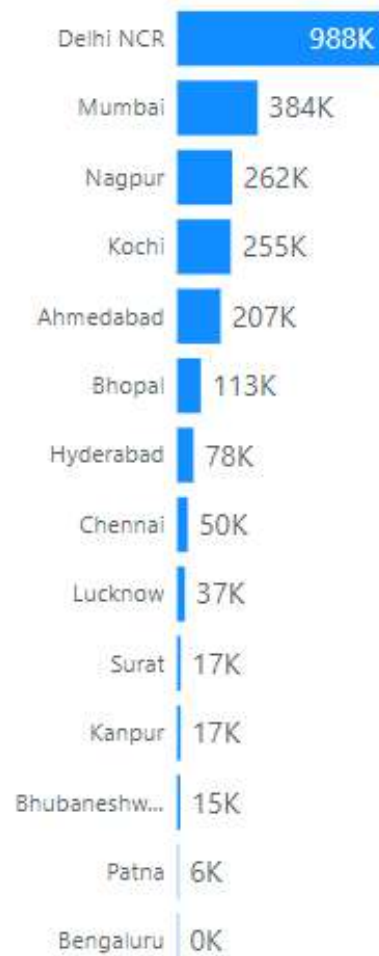
Sales Qty



### Revenue by Markets



### Sales Qty by Markets



### Revenue Trend



### Top Product



### Top customers



2017	2018	2019	2020
------	------	------	------

Jan 20	Feb 20	Mar 20	Apr 20	May 20	Jun 20
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₹142.22M

Revenue

350K

Sales Qty

### Revenue by Markets

Delhi NCR	₹77.73M
Mumbai	₹20.18M
Ahmedabad	₹18.01M
Nagpur	₹8.25M
Bhopal	₹7.66M
Kochi	₹2.73M
Chennai	₹2.46M
Kanpur	₹2.18M
Hyderabad	₹1.21M
Patna	₹0.90M
Lucknow	₹0.50M
Surat	₹0.25M
Bhubanesh...	₹0.16M

### Sales Qty by Markets

Delhi NCR	143K
Mumbai	43K
Nagpur	41K
Kochi	35K
Ahmedabad	30K
Bhopal	15K
Lucknow	15K
Hyderabad	12K
Chennai	7K
Bhubaneshw...	3K
Kanpur	2K
Surat	2K
Patna	1K

### Revenue Trend



### Top Product

(Blank)	₹64.83M
Prod047	₹3.98M
Prod061	₹3.50M
Prod071	₹3.37M
Prod065	₹3.14M

### Top customers

Electricalsara Stores	₹65.64M
Excel Stores	₹7.93M
Premium Stores	₹5.90M
Electricalslytical	₹5.54M
Info Stores	₹5.06M

₹77.73M

Revenue

143K

Sales Qty



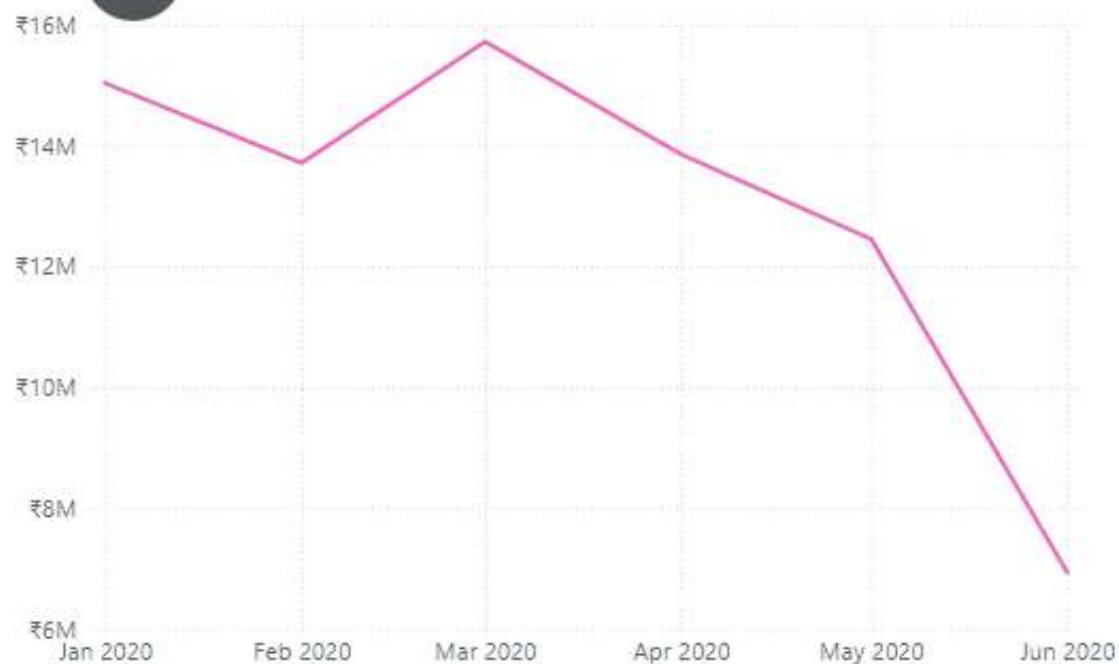
## Revenue by Markets



## Sales Qty by Markets



## Revenue Trend



## Top Product



## Top customers



₹64.83M

Revenue

59K

Sales Qty

2017

2018

2019

2020

Jan 20

Feb 20

Mar 20

Apr 20

May 20

Jun 20

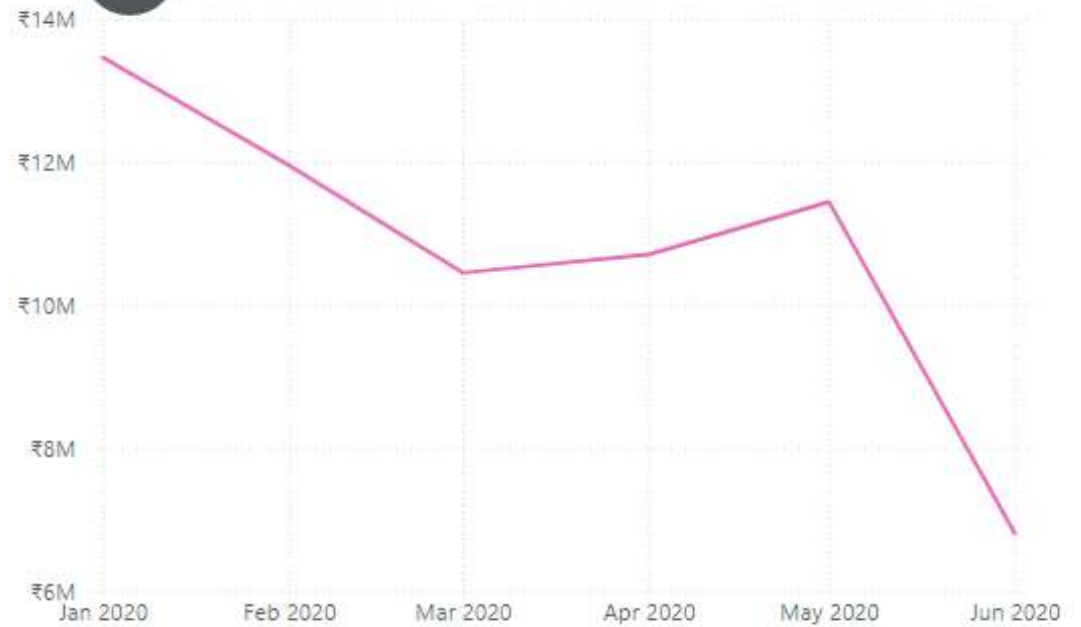
### Revenue by Markets



### Sales Qty by Markets



### Revenue Trend



### Top Product



### Top customers

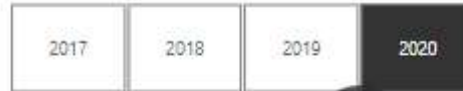


₹65.64M

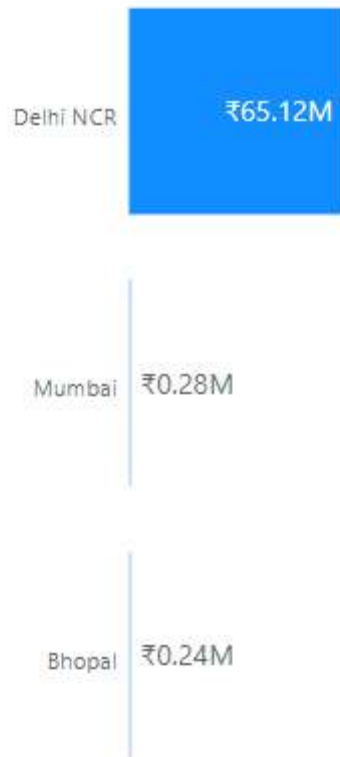
Revenue

100K

Sales Qty



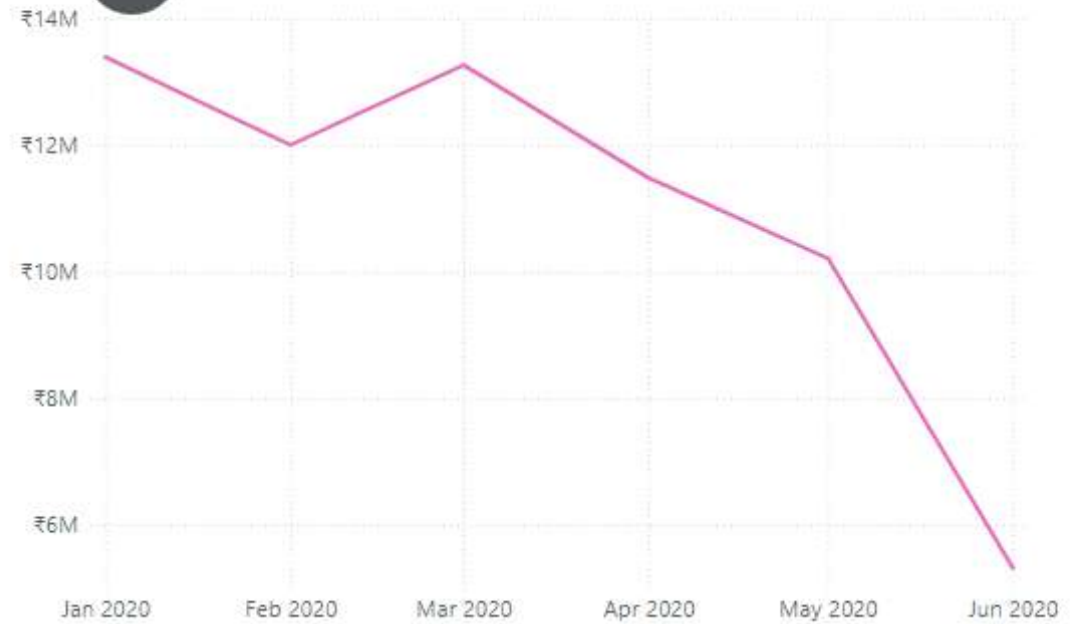
### Revenue by Markets



### Sales Qty by Markets



### Revenue Trend



### Top Product



### Top customers



₹13.26M

Revenue

22K

Sales Qty

2020

### Revenue Trend

Jan 20

Feb 20

Mar 20

Apr 20

May 20

Jun 20

### Revenue by Markets

### Sales Qty by Markets

₹15M

₹10M

Mar 2020

### Top Product

### Top customers

Delhi NCR

₹13.18M

Delhi NCR

22K

Mumbai

₹0.04M

Mumbai

0K

Bhopal

₹0.04M

Bhopal

0K

(Blank)

₹6.01M

Prod071

₹2.13M

Prod233

₹0.78M

Prod237

₹0.59M

Prod102

₹0.42M

Electricalsara Stores

₹13.26M

Excel Stores

₹1.45M

Premium Stores

₹1.16M

Electricalslytical

₹1.00M

Info Stores

₹0.91M



₹548.44K

Revenue

8523

Sales Qty

2020

Revenue Trend

Jan 20

Feb 20

Mar 20

Apr 20

May 20

Jun 20

### Revenue by Markets



### Sales Qty by Markets



₹0.6M

₹0.4M

Mar 2020

### Top Product



### Top customers



2020

Jan 20

Feb 20

Mar 20

Apr 20

May 20

Jun 20

₹1.33M

Revenue

8460

Sales Qty

Revenue Trend

₹1.5M

₹1.0M

Mar 2020

## Revenue by Markets

## Sales Qty by Markets

Delhi NCR	₹15.73M
Ahmedabad	₹3.23M
Mumbai	₹2.73M
Nagpur	₹1.33M
Bhopal	₹1.20M
Hyderabad	₹0.55M
Kochi	₹0.46M
Patna	₹0.42M
Chennai	₹0.30M
Kanpur	₹0.28M
Surat	₹0.06M
Lucknow	₹0.06M
Bhubanesh...	₹0.03M

Nagpur

8K

## Top Product

Prod054	₹0.41M
(Blank)	₹0.19M
Prod089	₹0.14M
Prod055	₹0.10M
Prod065	₹0.08M

## Top customers

Modular	₹0.44M
Epic Stores	₹0.34M
Electricalsopedia Stores	₹0.15M
Nixon	₹0.09M
Power	₹0.07M



₹8.25M

Revenue

41K

Sales Qty



### Revenue by Markets



### Sales Qty by Markets



### Revenue Trend



### Top Product



### Top customers



2017	2018	2019	2020
------	------	------	------

Jun 17	Jul 17	Aug 17	Sep 17	Oct 17	Nov 17	Dec 17	Jan 18	Feb 18	Mar 18	Apr 18	May 18	Jun 18
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## Revenue Trend



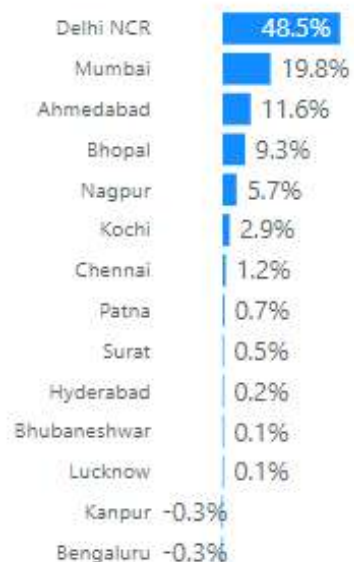
## Top customers

customer_name	Revenue	Profit Margin Contribution %	Profit Margin %	Revenue Contribution %
Electricalsara Stores	₹413,333,588.00	37.75%	2.25%	41.97
Electricalslytical	₹49,644,189.00	6.85%	3.40%	5.04
Excel Stores	₹49,115,620.00	2.76%	1.38%	4.95
Premium Stores	₹44,962,166.00	4.27%	2.34%	4.57
Nixon	₹43,893,083.00	7.24%	4.07%	4.46
Info Stores	₹35,100,033.00	1.28%	0.90%	3.56
Control	₹31,771,997.00	3.35%	2.60%	3.23
Surge Stores	₹28,648,916.00	2.66%	2.29%	2.91
<b>Total</b>	<b>₹984,868,963.00</b>	<b>100.00%</b>	<b>2.50%</b>	<b>100.00</b>

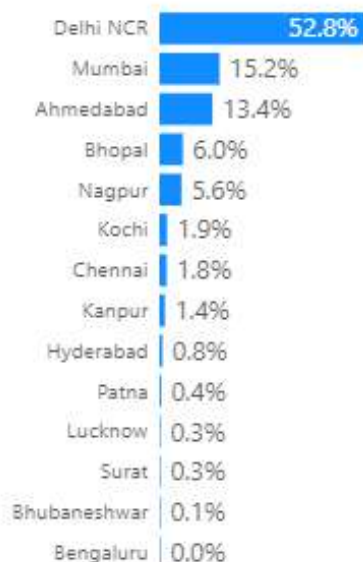
## Profit % by Markets



## Profit Contribution % by Markets



## Revenue Contribution % by Markets



24.7M

Total Profit Margin

₹984.87M

Revenue

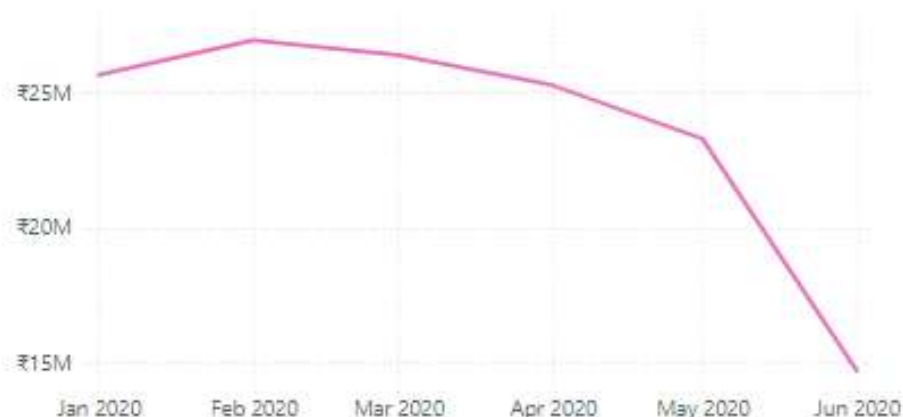
2M

Sales Qty

2017	2018	2019	2020	Jan 20	Feb 20	Mar 20	Apr 20	May 20	Jun 20
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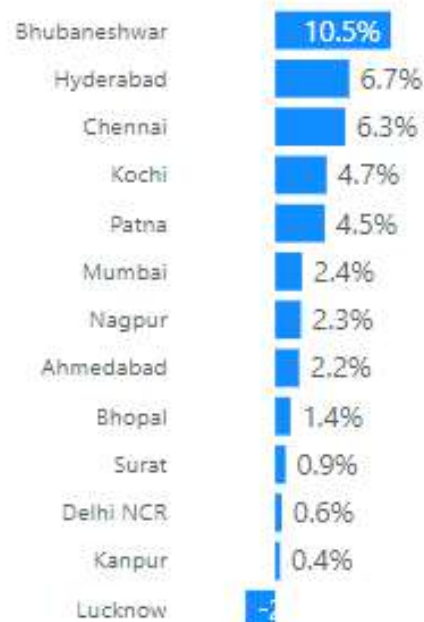
## Revenue Trend



## Top customers

customer_name	Revenue	Profit Margin Contribution %	Profit Margin %	Revenue Contribution %
Electricalsara Stores	₹65,641,977.00	11.92%	0.37%	46.15
Excel Stores	₹7,928,385.00	12.54%	3.26%	5.57
Premium Stores	₹5,899,748.00	1.40%	0.49%	4.15
Electricalslytical	₹5,537,904.00	1.31%	0.49%	3.89
Info Stores	₹5,064,374.00	7.82%	3.18%	3.56
Control	₹4,182,662.00	2.52%	1.24%	2.94
Surge Stores	₹3,953,600.00	11.95%	6.23%	2.78
Logic Stores	₹3,319,243.00	0.61%	0.38%	2.33
<b>Total</b>	<b>₹142,224,545.00</b>	<b>100.00%</b>	<b>1.45%</b>	<b>100.00</b>

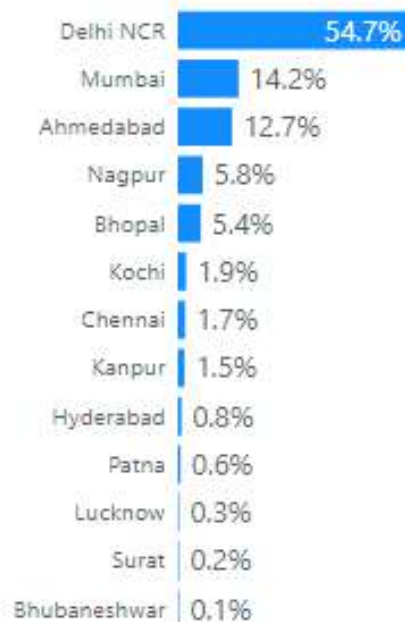
## Profit % by Markets



## Profit Contribution % by Markets



## Revenue Contribution % by Markets



2.1M

Total Profit Margin

₹142.22M

Revenue

350K

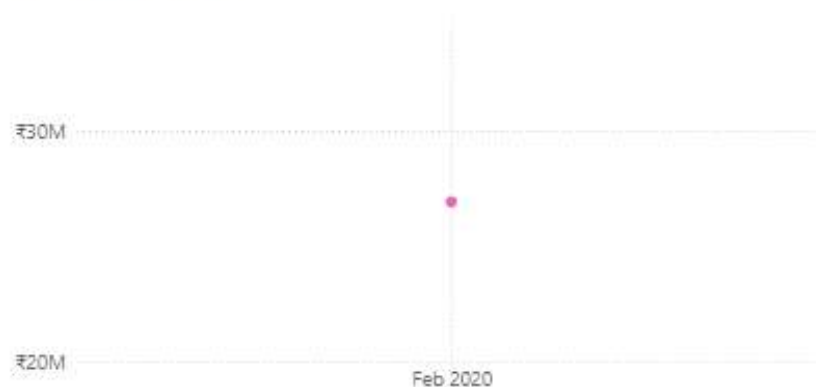
Sales Qty

2020

Jan 20 Feb 20 Mar 20 Apr 20 May 20 Jun 20



## Revenue Trend



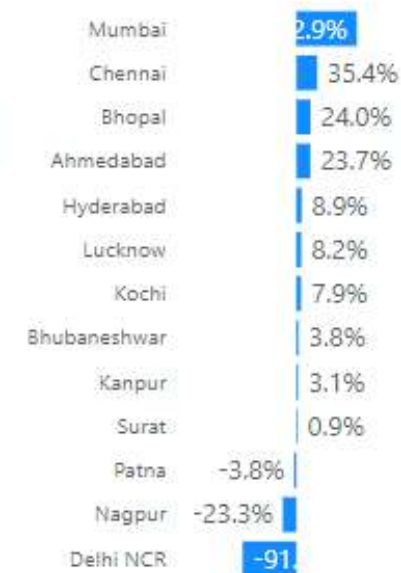
## Top customers

customer_name	Revenue	Profit Margin Contribution %	Profit Margin %	Revenue Contribution %
Electricalsara Stores	₹11,998,520.00	-108.57%	-2.52%	44.56
Excel Stores	₹2,699,808.00	71.67%	7.41%	10.03
Electricalslytical	₹1,012,542.00	9.60%	2.64%	3.76
Epic Stores	₹904,293.00	-46.39%	-14.31%	3.36
Info Stores	₹826,052.00	-1.63%	-0.55%	3.07
Surge Stores	₹812,396.00	42.56%	14.61%	3.02
Electricalsocity	₹811,995.00	35.86%	12.32%	3.02
Premium Stores	₹803,779.00	12.20%	4.24%	2.96
<b>Total</b>	<b>₹26,924,799.00</b>	<b>100.00%</b>	<b>1.04%</b>	<b>100.00</b>

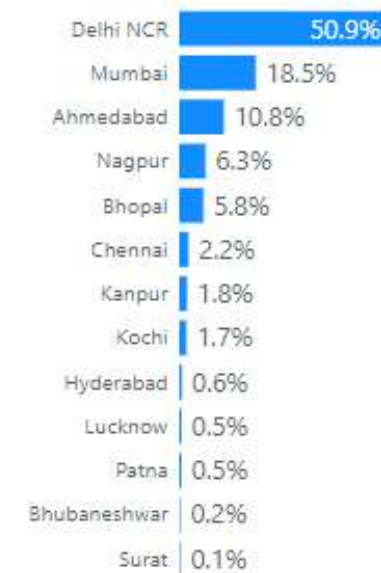
## Profit % by Markets



## Profit Contribution % by Markets



## Revenue Contribution % by Markets



279.0K

Total Profit Margin

₹26.92M

Revenue

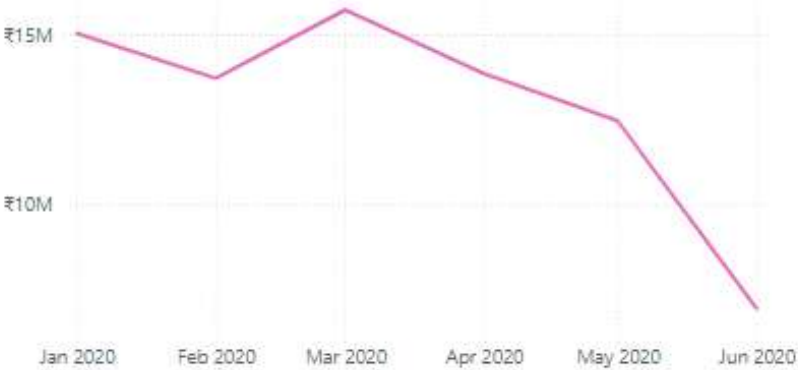
73K

Sales Qty





Revenue Trend



Top customers

customer_name	Revenue	Profit Margin Contribution %	Profit Margin %	Revenue Contribution %
Electricalsara Stores	₹65,121,286.00	11.05%	0.35%	45.79%
Premium Stores	₹5,854,726.00	1.50%	0.53%	4.12%
Info Stores	₹4,492,145.00	6.16%	2.83%	3.16%
Nixon	₹2,264,445.00	3.41%	3.11%	1.59%
Total	₹77,732,602.00	22.13%	0.59%	54.65%

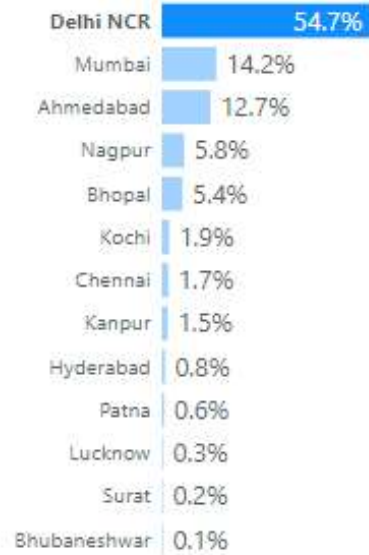
Profit % by Markets



Profit Contribution % by Markets



Revenue Contribution % by Markets



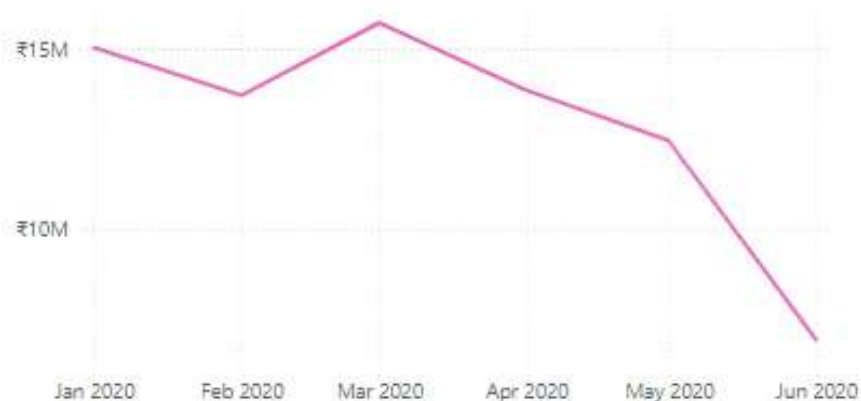
455.9K  
Total Profit Margin

₹77.73M  
Revenue

143K  
Sales Qty



### Revenue Trend



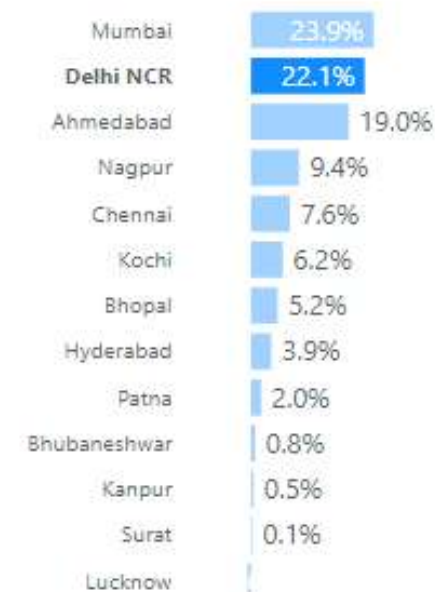
### Top customers

customer_name	Revenue	Profit Margin Contribution %	Profit Margin %	Revenue Contribution %
Electricalsara Stores	₹65,121,286.00	11.05%	0.35%	45.79%
Premium Stores	₹5,854,726.00	1.50%	0.53%	4.12%
Info Stores	₹4,492,145.00	6.16%	2.83%	3.16%
Nixon	₹2,264,445.00	3.41%	3.11%	1.59%
<b>Total</b>	<b>₹77,732,602.00</b>	<b>22.13%</b>	<b>0.59%</b>	<b>54.65%</b>

### Profit % by Markets



### Profit Contribution % by Markets



### Revenue Contribution % by Markets



**455.9K**  
Total Profit Margin

**₹77.73M**  
Revenue

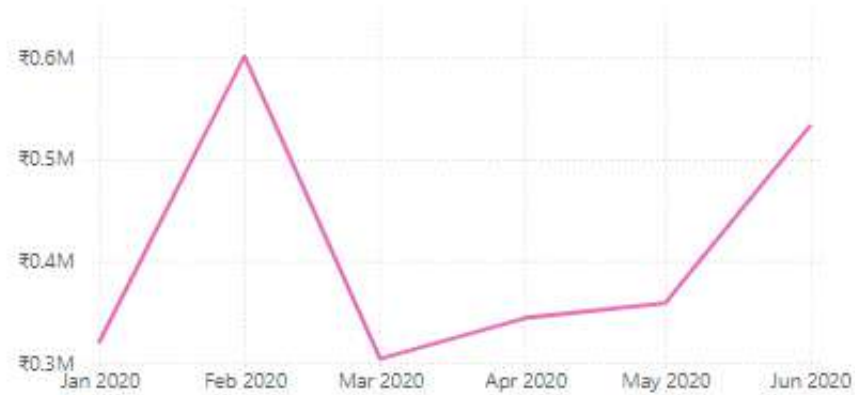
**143K**  
Sales Qty



2017	2018	2019	2020
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Jan 20	Feb 20	Mar 20	Apr 20	May 20	Jun 20
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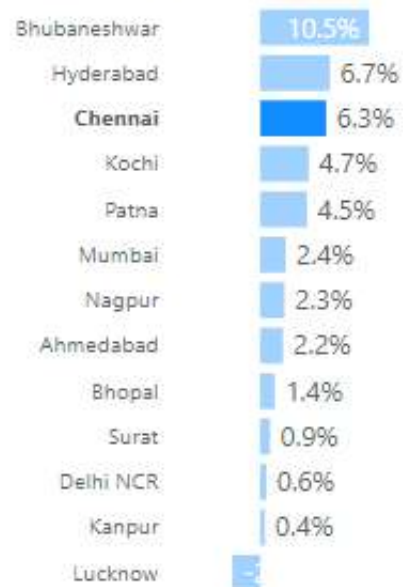
## Revenue Trend



## Top customers

customer_name	Revenue	Profit Margin Contribution %	Profit Margin %	Revenue Contribution %
Surge Stores	₹2,463,024.00	7.58%	6.34%	1.73%
<b>Total</b>	<b>₹2,463,024.00</b>	<b>7.58%</b>	<b>6.34%</b>	<b>1.73%</b>

## Profit % by Markets



## Profit Contribution % by Markets



## Revenue Contribution % by Markets



156.1K

Total Profit Margin

₹2.46M

Revenue

7262

Sales Qty



Profit Target



24.7M

Total Profit Margin

₹984.87M

Revenue

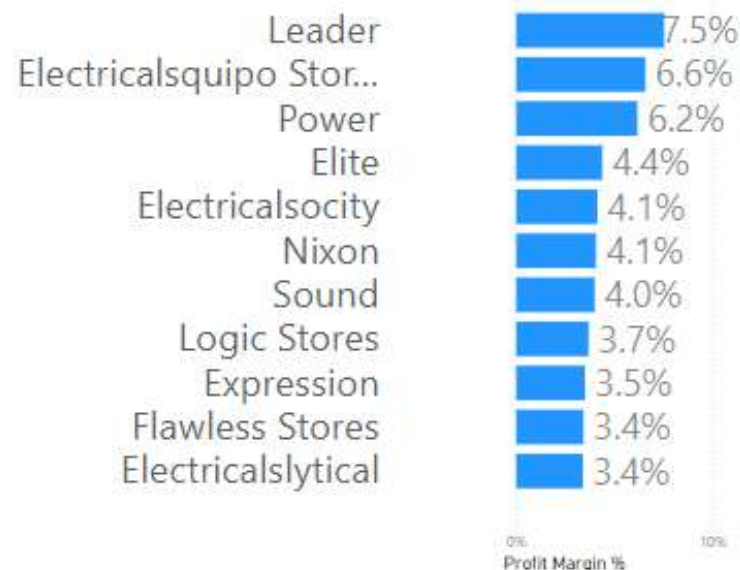
2M

Sales Qty

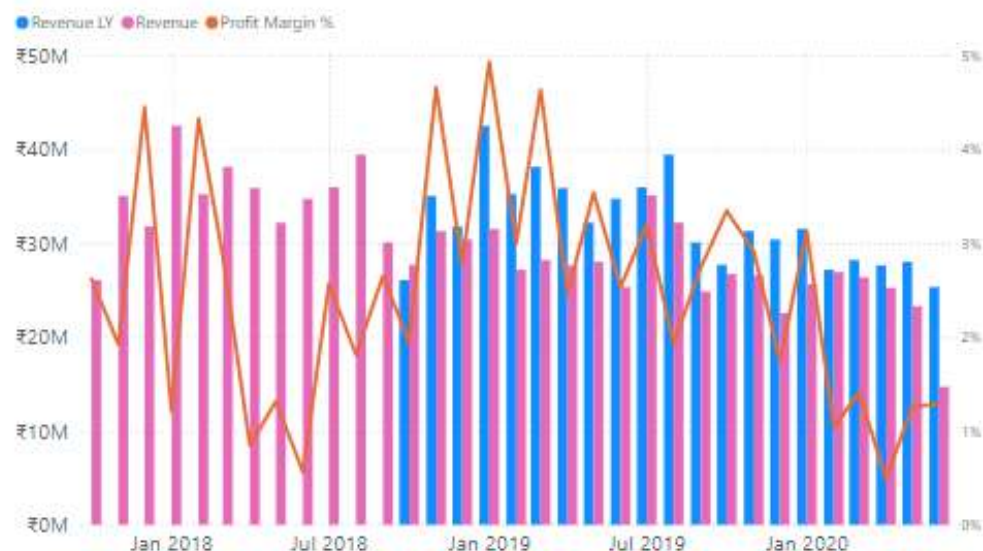
Top customers

customer_name	Revenue	Profit Margin Contribution %	Profit Margin %	Revenue Contribution %
Electricalsara Stores	₹413,333,588.00	37.75%	2.25%	41.97
Electricalslytical	₹49,644,189.00	6.85%	3.40%	5.04
Excel Stores	₹49,115,620.00	2.76%	1.38%	4.99
Premium Stores	₹44,962,166.00	4.27%	2.34%	4.57
Nixon	₹43,893,083.00	7.24%	4.07%	4.46
Info Stores	₹35,100,033.00	1.28%	0.90%	3.56
Control	₹31,771,997.00	3.35%	2.60%	3.23
Surma Stores	₹28,648,916.00	2.66%	2.29%	2.91
<b>Total</b>	<b>₹984,868,963.00</b>	<b>100.00%</b>	<b>2.50%</b>	<b>100.00</b>

Profit Margin % by zone



Revenue Trend



2017	2018	2019	2020	Jan 20	Feb 20	Mar 20	Apr 20	May 20	Jun 20
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Profit Target

-5%



2.1M

Total Profit Margin

₹142.22M

Revenue

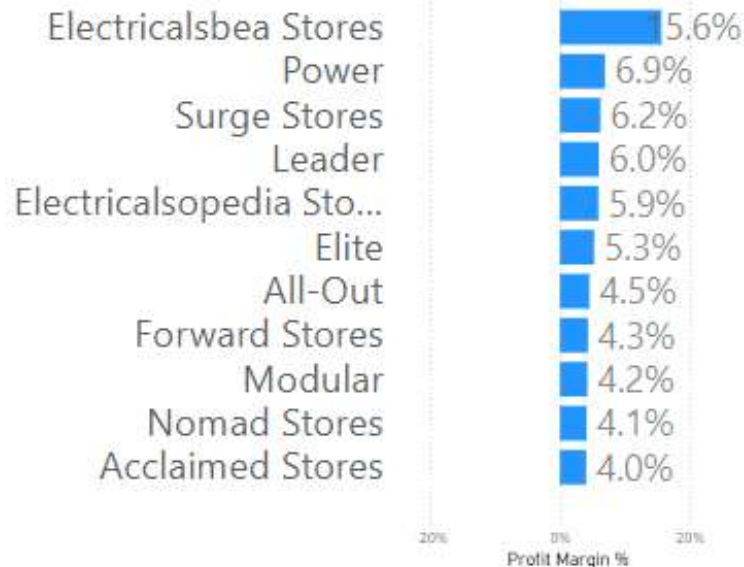
350K

Sales Qty

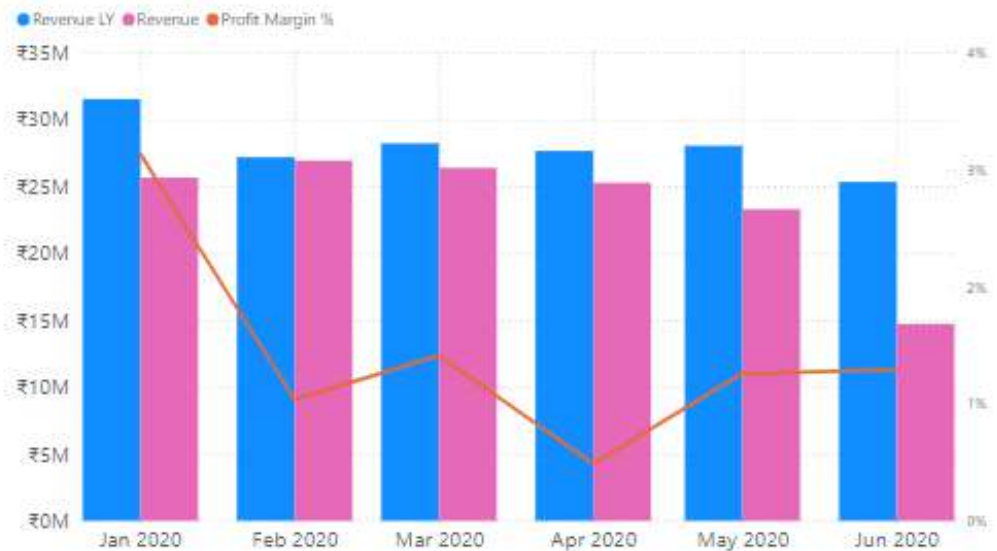
Top customers

customer_name	Revenue	Profit Margin Contribution %	Profit Margin %	Revenue Contribution %
Electricalsara Stores	₹65,641,977.00	11.92%	0.37%	46.15
Excel Stores	₹7,928,385.00	12.54%	3.26%	5.57
Premium Stores	₹5,899,748.00	1.40%	0.49%	4.15
Electricalslytical	₹5,537,904.00	1.31%	0.49%	3.89
Info Stores	₹5,064,374.00	7.82%	3.18%	3.56
Control	₹4,182,662.00	2.52%	1.24%	2.94
Surge Stores	₹3,953,600.00	11.95%	6.23%	2.78
Logic Stores	₹3,319,243.00	0.61%	0.38%	2.33
<b>Total</b>	<b>₹142,224,545.00</b>	<b>100.00%</b>	<b>1.45%</b>	<b>100.00</b>

Profit Margin % by zone



Revenue Trend





Profit Target



7961.5

Total Profit Margin

Top customers

customer_name	Revenue	Profit Margin Contribution %	Profit Margin %	Revenue Contribution %
Electricalsbea Stores	₹50,940.00	0.39%	15.63%	0.04%
Total	₹50,940.00	0.39%	15.63%	0.04%

₹50.94K

Revenue

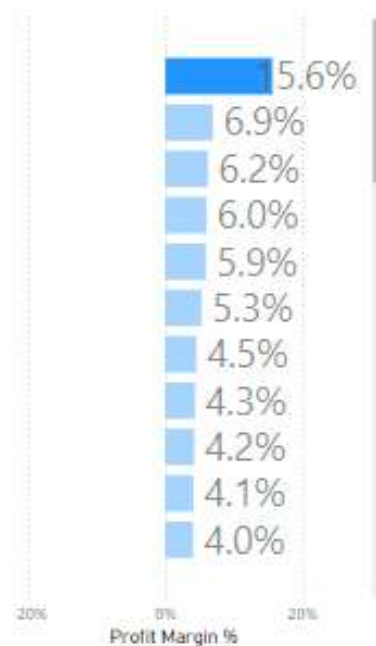
90

Sales Qty

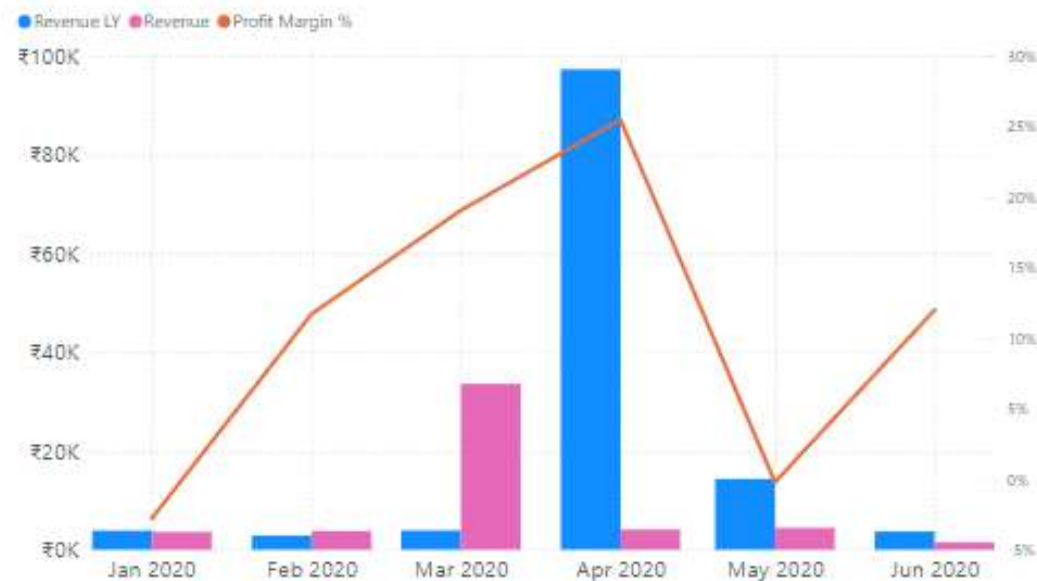
Profit Margin % by zone

Electricalsbea Stores

- Power
- Surge Stores
- Leader
- Electricalsopedia Sto...
- Elite
- All-Out
- Forward Stores
- Modular
- Nomad Stores
- Acclaimed Stores



Revenue Trend



2020

Jan 20 Feb 20 Mar 20 Apr 20 May 20 Jun 20

Profit Target

-5%

6412.3

Total Profit Margin

Top customers

customer_name	Revenue	Profit Margin Contribution %	Profit Margin %	Revenue Contribution %
Electricalsbea Stores	₹33,624.00	1.72%	19.07%	0.13%
Total	₹33,624.00	1.72%	19.07%	0.13%

₹33.62K

Revenue

48

Sales Qty

Profit Margin % by zone

Electricalsbea Stores

Logic Stores

Insight

Modular

Forward Stores

Electricalsopedia Sto...

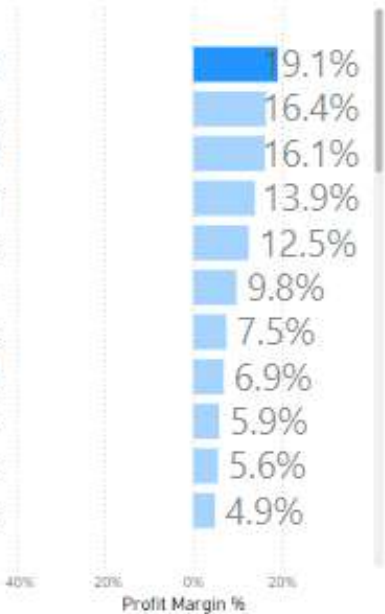
Integration Stores

All-Out

Surface Stores

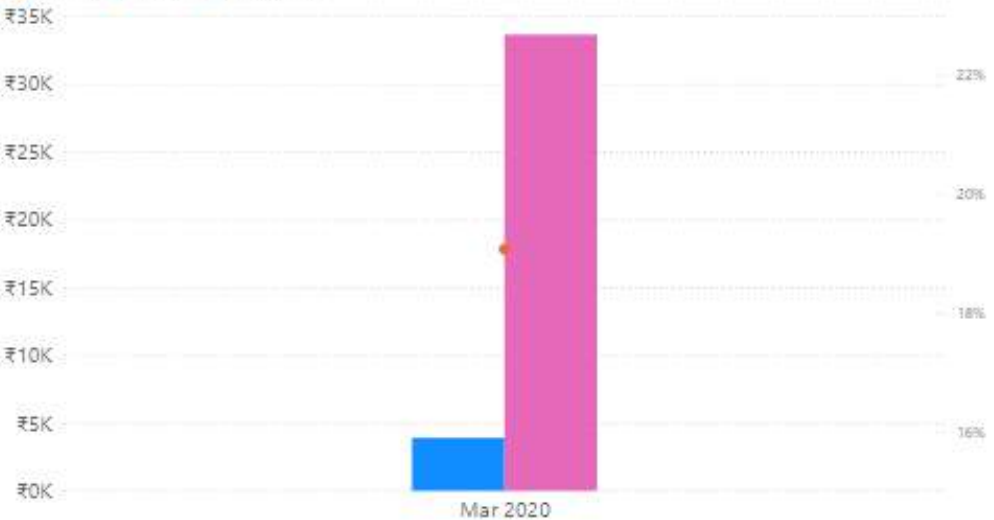
Synthetic

Atlas Stores



Revenue Trend

Revenue LY Revenue Profit Margin %





2020

Jan 20 Feb 20 Mar 20 Apr 20 May 20 Jun 20

Profit Target

8%



372.2K

Total Profit Margin

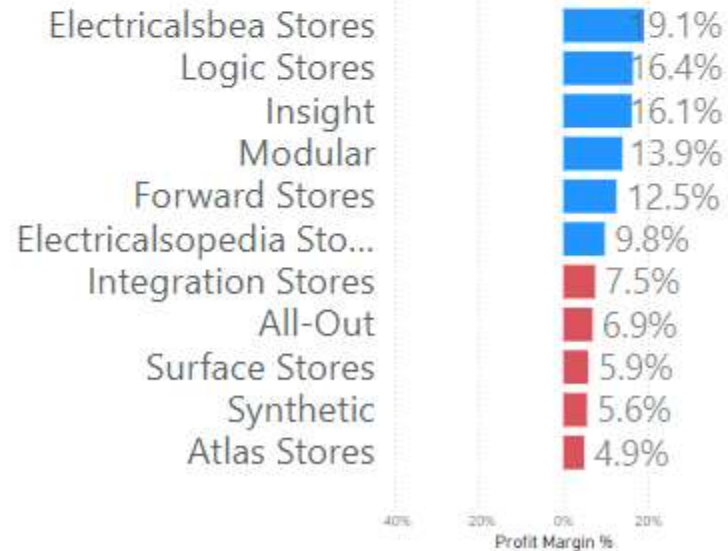
₹26.38M

Revenue

73K

Sales Qty

Profit Margin % by zone



Top customers

customer_name	Revenue	Profit Margin Contribution %	Profit Margin %	Revenue Contribution %
Electricalsara Stores	₹13,258,956.00	11.25%	0.32%	50.25
Excel Stores	₹1,452,836.00	14.59%	3.74%	5.51
Premium Stores	₹1,161,158.00	2.61%	0.84%	4.40
Electricalslytical	₹997,874.00	8.82%	3.29%	3.78
Info Stores	₹913,647.00	5.97%	2.43%	3.46
Epic Stores	₹679,840.00	-10.51%	-5.75%	2.58
Control	₹659,153.00	-1.40%	-0.79%	2.50
Nivon	₹644,280.00	-1.47%	-0.85%	2.44
<b>Total</b>	<b>₹26,383,977.00</b>	<b>100.00%</b>	<b>1.41%</b>	<b>100.00</b>

Revenue Trend





2020

Jan 20 Feb 20 Mar 20 Apr 20 May 20 Jun 20

Profit Target

8%



6412.3

Total Profit Margin

₹33.62K

Revenue

48

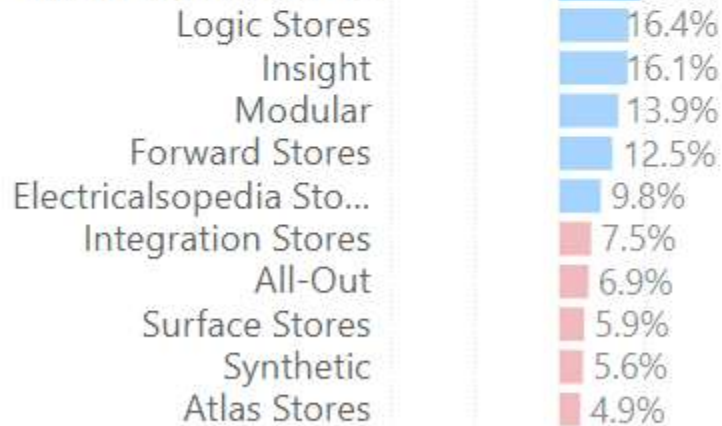
Sales Qty

Top customers

customer_name	Revenue	Profit Margin Contribution %	Profit Margin %	Revenue Contribution %
Electricalsbea Stores	₹33,624.00	1.72%	19.07%	0.13%
<b>Total</b>	<b>₹33,624.00</b>	<b>1.72%</b>	<b>19.07%</b>	<b>0.13%</b>

Profit Margin % by zone

**Electricalsbea Stores**



Revenue Trend

